

## Official Video Challenge Rules

# “Inclusion - Our Story” Video Challenge

### Contest Sponsor<sup>1</sup>

“Inclusion - Our Story” Video Challenge is sponsored by the U.S. Embassy in Addis Ababa.

### Description of Contest Objective

As part of this year’s International Day of Persons with Disabilities on December 3, 2016 the U.S. Embassy announced a video challenge entitled, “Inclusion - Our Story.” We invite all current and promising filmmakers to make a 3-minute maximum video that creates awareness about people with disabilities in Ethiopia, sharing their success stories and challenges. The theme, “Inclusion – Our Story,” includes but is not limited to the inclusion of differently-abled people and can focus on gender equality, economic empowerment and education.

### Platform

The winner and two runners-up will be announced on March 1, 2017 the Day of Zero Discrimination. Video entries will be submitted to the Embassy via a CD, DVD or upload to a video site. Contest winners may also be announced on the Embassy’s Facebook and Twitter pages; however, Facebook and Twitter are not partners or Sponsors of the contest. Contestants are reminded that by participating in the contest and sending videos to the Embassy, they are bound by any agreement contained therein.

### How to Enter

All entries must be submitted to the U.S. Embassy in the form of a CD/DVD or provide the link to the video. If you are outside Addis Ababa, you can send your video and information to:

U.S. Embassy  
Public Affairs Section (“Inclusion – Our Story”)  
Entoto Road  
PO Box 1014  
Addis Ababa

Once a video is submitted, it is considered a final submission and contestants will not have a chance to modify, edit, or substitute entries. Individual contestants may submit only one entry. A submission must be an original production of the contestant.

The contestant must provide the following information in English and attach it with the CD/DVD or provide the link to video in an envelope upon submission to the Embassy.

- Contestant’s full name: \_\_\_\_\_
- Contact address:
  - Mobile Number: \_\_\_\_\_
  - Home or Office Number: \_\_\_\_\_
  - Email: \_\_\_\_\_
- The video title: \_\_\_\_\_
- The video link: \_\_\_\_\_

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<sup>1</sup> The term “Sponsor” is used to represent the U.S. Embassy in Addis Ababa.

The Video Challenge commences on December 3, 2016 and ends February 3, 2017 at 12:00 noon. Judging begins on February 6, 2017 and concludes on February 28, 2017.

For information regarding the contest you may contact Ms. Emnet Mekoya at 011-130-7612 or 011-130-7033 or email to [PASAddisEvent@state.gov](mailto:PASAddisEvent@state.gov)

### **Content Requirements**

- a. Submissions must not contain obscenity, explicit sexual material, nudity, profanity, graphic violence, calls or incitement to violence, commercial solicitation or commercial promotion. Submissions must conform to local laws and must not contain content or images that could be considered abusive, inflammatory, denigrating, or disrespectful to the Sponsor, or to any groups, individuals or institutions. Submissions must adhere both in appearance and the norms of civil discourse. In other words, the content of all submissions must be suitable for a global, public audience.
- b. Submissions must be original content created by the contestant and must not contain any elements that are protected by someone else's copyright or subject to third party intellectual property or proprietary rights, including privacy and publicity rights (except as expressly permitted below in (d)). The Sponsor doesn't recognize "fair use" of copyrighted material, nor does the Sponsor recognize use of licensed materials created or owned by a third party.
- c. The Sponsor reserves the right to disqualify, at their sole and absolute discretion, any submission that does not adhere to these criteria and to the intent and substance of these Official Video Challenge Rules.
- d. In the event of any questions or difference of views regarding compliance with, interpretation, or application of these content requirements or other provisions of these Official Video Challenge Rules, the Sponsor reserves the exclusive right to resolve such questions or differences of views on their sole discretion.
- e. By submitting a video, the contestant affirms that he or she has obtained written consent from all individuals whose image or likeness appears in the video (or from the individuals' parent/legal guardian if any such individuals are considered a minor), and that he or she has obtained the necessary rights, licenses, consents, and permissions to use all material such as music, images, text and other content in the submission. The contestant further affirms that he or she is prepared to provide reliable documentation of any and all such consents, licenses, etc., upon request. Failure to obtain such rights, license consents, and permissions may result in the disqualification of the video submission at the Sponsor's sole and absolute discretion.
- f. **Editing of Video:** All conventional video-editing techniques are permitted. Videos may be edited through any program and in any format.
- g. **Language:** If the video has dialogue, it must have English sub-titles.

### **Eligibility**

- a. Contestants must be at least 18 years old on the date of entry into the contest. Contestants must be Ethiopians and reside in Ethiopia. Contestants may not be U.S. citizens or lawful permanent residents.
- b. The individual submitting the entry will be considered the contestant and will be the only individual eligible to compete for a prize. Organizations are not eligible to compete for a prize. In order to be eligible for a prize, the contestant must provide complete and accurate information.
- c. The video can be produced by a group of people; however, the video must be submitted under a representative's name and that representative would receive the prize, if the entry wins.
- d. The following individuals are not eligible to participate in the contest: employees, interns, directors, and officers of the Sponsor or the U.S. Government; any employees, interns, directors, or officers of any agencies, companies or entities involved in the administration, advertising, judging, creation, development, execution, and/or fulfillment of this contest; and the immediate family members (defined as spouse, recognized partner, parent, child, sibling, or "step" of each) and those living in the same household of each such individual.
- e. Once a submission has been accepted for entry into the contest, the contestant's name may be publicly identified at the sole discretion of the contestant.

## **Selection of winners**

- a) All videos are subject to pre-screening by the Sponsor to ensure compliance with these Official Video Challenge Rules. Any videos not in compliance should not be submitted. The Sponsor reserves the right in its sole and absolute discretion to verify whether potential finalists or potential winning video submissions have fully complied with these Official Video Challenge Rules before awarding prizes or announcing winners, etc.
- b) **Judges and judging process:** A panel of U.S. Embassy personnel will do the preliminary rating of all entries. This group will select the top 10 videos and present the results to the final jury. The final jury will include film professors and experts who will select the final winners.
- c) **Judging criteria:** Each video will be rated according to the following criteria but not limited to:
  - 3 minutes in length (including credits)
  - Well-defined storyline or narrative
  - Addresses the theme: the importance of inclusion of people with disabilities, depicting their success stories or challenges in equality, gender, inclusion, economic empowerment and education.
  - Well-defined character(s)
  - Cinematic qualities (visual not verbal)
  - Creativity
- d) **The winners:** The winners will be required to sign and return to the Sponsor a statement of eligibility and liability/publicity release, and provide a short bio and a brief statement about the submission; otherwise the winners will be ineligible for prizes. The inability of the Sponsor to announce potential winners may result in the disqualification and/or selection of an alternate winner from among all remaining eligible submissions.
- e) The winners may choose to use an alias instead of their real name and may request to have identifying information kept private.
- f) The U.S. Embassy in Addis Ababa will organize an event where selected videos will be screened and the winners will be announced. All entrants will be notified of the date of the event via their email and also on the Embassy Facebook page: <https://www.facebook.com/us.emb.addisababa>

## **Prize**

The grand prize winner will receive a prize valued at ETB 80,000, the 2<sup>nd</sup> place winner will receive a prize valued at ETB 40,000 and the 3<sup>rd</sup> place winner will receive a prize valued at ETB 20,000. The Sponsor may also announce up to ten Honorable Mention winners. Please note that there will be no cash prizes.

## **Liability and Rights**

- a. The Sponsor does not endorse any submissions or messages expressed therein, and the Sponsor expressly disclaims any and all liability in connection with the submitted video including disputes between collaborators related to a submission.
- b. The contest and its Sponsor do not permit copyright infringement activities or infringement of any other intellectual property rights and the Sponsor reserves the right to remove and disqualify any submission they deem to be in violation of another party's copyright or other intellectual property rights.
- c. Contestants retain sole ownership of their original work. The submission remains the intellectual property of the contestant, and the Sponsor and the U.S. Government make no claim of copyright as to the work of any individual who enters the contest. The contestant specifically agrees to give the Sponsor permission to use all content submitted for the purposes of judging the contest. The winners will be required to grant the Sponsor with proper attribution through whatever means they deem appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display the submission, in any media formats and through any media channels in perpetuity in connection with the activities and operations of the contest.
- d. The contestant assumes sole responsibility for the submission and the material contained in it, and for any consequences of submitting it.

- e. The Sponsor reserves the right at any time to verify the validity of entries and of contestants and to disqualify any contestant or entry deemed not in compliance with these Official Video Challenge Rules. The Sponsor also reserves the right to request further documentation, at their sole and absolute discretion, to verify eligibility and compliance with these Official Video Challenge Rules.
- f. If a prize or any portion thereof is unavailable, the Sponsor, at their sole and absolute discretion, reserves the right to substitute the prize with another prize of equal or greater value and/or specification.
- g. The Sponsor reserves the right, at any time and at their sole discretion, to disqualify and/or deem ineligible any individual who they reasonably believe (i) has violated the Official Video Challenge Rules; (ii) has violated the terms of use of the platform; or (iii) is acting in a bad faith, or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.
- h. The Sponsor reserves the right to modify, suspend, terminate or cancel the contest at their discretion for any reason.
- i. The contestant agrees to indemnify and hold harmless the Sponsor, their parent, subsidiary and affiliated companies, officers, directors, employees, interns, and agents, from and against any and all claims, damages, obligations, losses, liabilities, costs or debts, and expenses (including but not limited to attorney's fees) arising from (i) violation of these Official Video Challenge Rules; (ii) violation of any third party rights, including without limitation any copyright, trademark, intellectual property, privacy, publicity, or other proprietary rights in connection with the contest; or (iii) any claim that a contest submission caused any harm, including financial, to any third party. These indemnification and hold harmless obligations will survive indefinitely beyond the conclusion of the contest.
- j. The conduct, judging, and awarding of prizes will be carried out in full compliance with applicable U.S. laws and host country laws. In the event of a conflict between U.S. law and host country law, U.S. law shall apply.
- k. The Sponsor and the U.S. Government will take reasonable measures to protect privacy data, personally identifiable information, and other sensitive data of contestants. Contact information provided by contestants may be stored by the U.S. Embassy in Addis Ababa and may be used to contact contestants for other purposes in the future. This information may be shared with or be made available to third parties to the extent permitted by law.
- l. The Sponsor assumes no liability or responsibility for any loss or harm resulting from any user's participation in or attempt to participate in the contest or ability or inability to upload, download, or otherwise access any information in connection with participating in the contest. The Sponsor assumes no responsibility or liability for delayed, lost, misdirected or damaged mail, CDs/DVDs. The Sponsor assumes no responsibility or liability for technical problems, or technical malfunctions arising in connection with the operation of the contest, including: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the contest site in whole or in part for any reason; traffic congestion on the Internet or the contest site; unauthorized human or non-human intervention in the operation of the contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the contest.
- m. Use of contest site is at user's own risk. The Sponsor is not responsible for any personal injury, property damage, or losses of any kind which may be sustained to computer equipment resulting from participation in the contest, use of the contest site or the downloading of information from the contest site. By participating in the contest, the contestant releases the Sponsor from any and all claims arising from or relating to such contestant's participation in the contest, whether directly or indirectly.
- n. The Sponsor is not liable in the event that any portion of the contest is cancelled or delayed due to weather, fire, strike, acts of war or terrorism, or any other reason.

For more information, please contact Ms. Emnet Mekoya at 011-130-7612/011-130-7033 or email to [PASAddisEvent@state.gov](mailto:PASAddisEvent@state.gov)